

## NEWSLETTER NOVEMBER 2023

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION



## Press is a fourth pillar of a democratic country



Varun Manchanda, 3rd semester  
Enrollment No - 00419202422

The 16th of November – is symbolic of a free and responsible press in India. This was t An independent and free press is one of the four pillars of a strong democracy. To highlight the importance of a free and independent press in India, National Press Day is celebrated on the 16th of November every year. The press council of India is a freeacting body. Press Day is celebrated to also honour its contribution to making India a democracy.

The day on which the Press Council of India started functioning as a moral watchdog to ensure that not only did the press maintain the high standards expected from this powerful medium but also that it was not fettered by the influence or threats of any extraneous factors. Though there are several Press or Media Councils world over, the Press Council of India is a unique entity in as-much-as this is the only body to exercise an authority even over the instruments of the State in its duty to safeguard the independence of the press.



While the media acts as one of the pillars of a democratic nation, the journalists working in various media houses (print and broadcast) act as the mirror whose reports and stories reflect various aspects of society, as they are and with complete truth. The 16th of November portrays the press's freedom, duties, and responsibilities towards the citizens.

This year, National Press Day 2023 will mark the 57th anniversary of the Press Council's establishment.

In November 1954, the First Press Commission envisioned forming a committee or body that enjoyed statutory authority to keep the ethics of journalism under check and maintain it properly. In addition, the commission realized that a proper managing body was required to maintain an appropriate connection with all the press bodies and tackle issues that the press faced.

Thus, ten years later, in November 1966, the PCI or the Press Commission of India was formed under Justice J.R. Mudholkar to monitor the proper functioning of the Indian media and press, checking the quality of the reporting. PCI's job is to ensure that the press and media are not swayed by any influence or external factors. After the Press Council of India was established on the 4th of July, it started functioning from the 16th of November. To commemorate the establishment of the body, the day is celebrated as the National Press Day of India.

To celebrate National Press Day, the Press Council of India arranges various seminars and workshops to raise multiple issues faced by the Indian press, as well as try to educate the citizens on various matters further. Seminars and workshops are organised on topics, such as the Right to Information (RTI) Act, the role and approach of the media while facing various sorts of crisis, the duty of the Indian press to promote the notion of their Fundamental Duties to make the citizens more aware, and finally, relaying proper measures to the citizens in times of crisis.

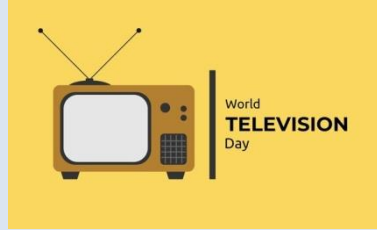
Apart from tackling the issues mentioned above, these workshops and seminars also aim to educate the people about the significance of free and just media in a democratic nation for a day or two. Additionally, the day is also celebrated to ensure the media has a clear vision of its purpose and responsibility.

## World Television Day: A window to the global village



Riya Namdeo, 3rd semester  
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World Television Day, observed annually on November 21st, is a day dedicated to celebrating the medium that has brought the World closer together. Television, often referred to as the "window to the world", has played a pivotal role in shaping societies, culture, and communication over the decades. This article explores the significance of world Television Day and how this invention has evolved, impacting our lives and the global community.



Television has come a long way since its inception in the early 20th century. The first successful demonstration of a television system was by John Logie Baird in 1925. This invention rapidly evolved into a powerful tool for sharing information, news and entertainment, transcending geographical boundaries.

### Television's Impact on Society:

**Information Dissemination:** - Television has been a vital source of news, allowing millions of people to stay informed about global events in real-time. It has been crucial in moments of crisis and disaster, serving as a primary means of disseminating information to the public.

**Cultural Exchange:** Television has played a significant role in cultural exchange by showcasing the diverse traditions, languages, and customs from around the world. It has promoted cross-cultural understanding and appreciation.

**Education and Awareness:**

Television programs, such as documentaries and educational shows, have been instrumental in educating the public on various subjects, from science to history, and social issues.

**Entertainment:** Television has provided an endless array of entertainment, from sitcoms to sports events, allowing people to relax and unwind in the comfort of their homes.

The advent of digital television and the internet has transformed the television landscape. Streaming platforms and smart TVs have revolutionized how we consume content. Now, viewers can access an extensive library of shows and movies on-demand, breaking free from traditional schedules.

World Television Day is a reminder of the remarkable journey television has taken, from its humble beginnings to the digital age. This medium has connected people, informed them, entertained them, and helped shape the world we know today. However, with great power comes great responsibility. As we celebrate this day, it's essential to be mindful of the content we consume and its impact on our lives. Television continues to be a vital part of our global village, and its potential to educate, entertain, and inspire remains as strong as ever.

## SYLLABUS TO BE COVERED THIS MONTH

1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year
<p><b>Subject: COMMUNICATION: CONCEPTS &amp; PROCESSES</b> Unit III: [Models of Communication]</p> <ol style="list-style-type: none"> <li>1. Communication Models: definition, scope and purpose</li> <li>2. Basic Communication Models: Aristotle's Classical Model; Shannon-Weaver's Mathematical Model; Wilbur Schramm's Model; Laswell's Model</li> <li>3. Advanced Communication Models: Newcomb's Model; Westley-Mclean's Model; George Gerbner's Model; Mccombs and Shaw's Agenda Setting Model; Spiral of Silence Model</li> <li>4. Relevance of Communication Models</li> </ol>	<p><b>Subject: DEVELOPMENT COMMUNICATION</b> Unit III: [Development Journalism]</p> <ol style="list-style-type: none"> <li>1. Role and performance of Mass Media in Development</li> <li>2. Development Support Communications: Social Audit, Grass-root Activism, Whistleblowers</li> <li>3. Role of NGOs in Development</li> <li>4. Cyber media and Development: e-governance, digital democracy &amp; e-chaupal</li> </ol>	<p><b>Subject: BASICS OF NEW MEDIA</b> Unit III: [New Media: Issues &amp; Applications]</p> <ol style="list-style-type: none"> <li>1. Digital Divide and Information Society</li> <li>2. ICT and its applications and E-governance</li> <li>3. Convergence and its Types: Synergy between Electronic and Mobile Commerce</li> <li>4. Social Media Platforms: Importance and Usage</li> </ol>
<p><b>Subject: CONTEMPORARY INDIA: AN OVERVIEW</b> Unit III: [Indian Economy]</p> <ol style="list-style-type: none"> <li>1. The Nature and Ideological Contours of Indian Economy</li> <li>2. Five Year Plans, Mixed Economy</li> <li>3. Liberalisation, Privatisation and Globalisation (FDI, BPOs and KPOs)</li> <li>4. Current Five Year Plan and New Economic Initiatives</li> </ol>	<p><b>Subject: BASICS OF RADIO PROGRAMMING AND PRODUCTION</b> Unit III: [Radio Production and Transmission Process]</p> <ol style="list-style-type: none"> <li>1. Elements of Radio Programme</li> <li>2. Radio Production Process</li> <li>3. Equipment used in Radio Production: Types of Microphones, Headphones and Talk Backs, Audio Mixers and Transmitters</li> <li>4. Recording, Broadcasting and Troubleshooting               <ol style="list-style-type: none"> <li>a. Indoor: Studio, Acoustics and Perspective</li> <li>b. Outdoor: Ambience and Noise</li> </ol> </li> </ol>	<p><b>Subject: MEDIA RESEARCH</b> Unit III: [Research Design]</p> <ol style="list-style-type: none"> <li>1. Research Design: Meaning and different Types, Hypotheses /Research Questions</li> <li>2. Research Methods: Survey, Content Analysis and Case Study</li> <li>3. Sampling &amp; Selecting a sample, Types of sampling: Probability and Non- Probability</li> <li>4. Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD</li> </ol>
<p><b>Subject: BASICS OF DESIGN AND GRAPHICS</b> Unit III: [Visuals and Design]</p> <ol style="list-style-type: none"> <li>1. Visuals: Physical Forms, Functions, Editing and Ethics</li> <li>2. Poster Design</li> <li>3. Logo Design</li> <li>4. Brochure Design</li> </ol>	<p><b>Subject: BASICS OF VIDEO CAMERA, LIGHTS AND SOUND</b> Unit III: [Lighting]</p> <ol style="list-style-type: none"> <li>1. Light and its Properties</li> <li>2. Different types of Lights</li> <li>3. Other tools used in Lighting: Diffusers, Reflectors, Cutters and Gels</li> <li>4. Basic Lighting Techniques</li> </ol>	<p><b>Subject: EVENT MANAGEMENT</b> Unit III: [Event Management Process]</p> <ol style="list-style-type: none"> <li>1. Event Proposal Planning: Licenses, Permissions and Legalities</li> <li>2. Event Budget, Covering Cost and Methods of Revenue Generation</li> <li>3. Event Promotion: Tools and Media Coordination</li> <li>4. Risk Management and Insurance</li> </ol>
<p><b>Subject: HUMAN VALUES AND ETHICS</b> Unit II: Professional Ethics Define ethics &amp; morality, Variety of moral issues, Moral dilemma, Moral autonomy, Moral development (theories), Building consensus, Modals of professional roles, Duties &amp; Responsibility, Code of conduct, Theories about right action (Ethical theories).</p>	<p><b>Subject: VIDEO EDITING</b> Unit III: [Mixing and Exporting]</p> <ol style="list-style-type: none"> <li>1. Sound Design and Editing: Concept and Troubleshooting</li> <li>2. Effects and Transitions</li> <li>3. Styles of Packaging: News and Non-news</li> <li>4. Archiving and File Formats</li> </ol>	<p><b>Subject: FILM APPRECIATION</b> Unit III: [Trends and Debates in Indian Cinema]</p> <ol style="list-style-type: none"> <li>1. Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI), Crossover and Experimental Cinema</li> <li>2. Censorship: Need and CBFC standards</li> <li>3. An Overview of Contemporary Indian Film Industry: Multiplex culture, Piracy and Statistics</li> </ol>
<p><b>Subject: WRITING SKILLS</b> Unit II: [Understanding Writing Process]</p> <ol style="list-style-type: none"> <li>1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis</li> <li>2. Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative</li> <li>3. Editing and Formatting: APA Style Sheet Basics</li> <li>4. Abstract, Summary, Paragraph, Essay and Column Writing</li> </ol>	<p><b>Subject: SUMMER TRAINING REPORT</b> Presentation on dated 06.11.23</p>	<p><b>Subject: FUNCTIONAL EXPOSURE REPORT</b> Presentation on dated 08.11.23</p>

## ACTIVITIES

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<p style="text-align: center;"><b>01.11.2023</b></p> <p style="text-align: center;"><b>Talent Hunt</b></p> <p style="text-align: center;">(For Ist and IInd year)</p> <p style="text-align: center;">Organized by IIIrd year</p>	<p style="text-align: center;"><b>02.11.2023</b></p> <p style="text-align: center;">How to Crack Group Discussions &amp; Personal Interviews by (IIM Alumni For IIIrd Year)</p>	<p style="text-align: center;"><b>03.11.2023</b></p>	<p style="text-align: center;"><b>04.11.2023</b></p> <p style="text-align: center;">Fresher's Party 2023</p>
<p style="text-align: center;"><b>06.11.2023</b></p> <p style="text-align: center;">Summer Training Report</p> <p style="text-align: center;">Presentation by the IInd year students</p>	<p style="text-align: center;"><b>07.11.2023</b></p> <p style="text-align: center;"><u>SPECIALLECTURE</u></p> <p style="text-align: center;">How to leverage Linked-in for Jobs &amp; CV Writing</p> <p style="text-align: center;">By</p> <p style="text-align: center;">Mr. Nishant Jaiswal</p> <p style="text-align: center;">(For IIIrd year)</p>	<p style="text-align: center;"><b>08.11.2023</b></p> <p style="text-align: center;">Functional Exposure Report</p> <p style="text-align: center;">Presented by IIIrd year students</p>	<p style="text-align: center;"><b>09.11.2023</b></p>	<p style="text-align: center;"><b>10.11.2023</b></p>	<p style="text-align: center;"><b>11.11.2023</b></p>
<p style="text-align: center;"><b>13.11.2023</b></p>	<p style="text-align: center;"><b>14.11.2023</b></p> <p style="text-align: center;">Bhiaya Dooj &amp; Children's Day in India</p> <p style="text-align: center;">World Diabetes Day</p> <p style="text-align: center;">Jawahar Lal Nehru's Birth Anniversary</p>	<p style="text-align: center;"><b>15.11.2023</b></p>	<p style="text-align: center;"><b>16.11.2023</b></p> <p style="text-align: center;">National Press Day</p> <p style="text-align: center;">Speech Competition (For Ist, IInd, IIIrd year)</p>	<p style="text-align: center;"><b>17.11.2023</b></p>	<p style="text-align: center;"><b>18.11.2023</b></p>
<p style="text-align: center;"><b>20.11.2023</b></p> <p style="text-align: center;"><b>27.11.2023</b></p> <p style="text-align: center;">Guru Nanak Jayanti</p>	<p style="text-align: center;"><b>21.11.2023</b></p> <p style="text-align: center;">World Television Day Screening</p> <p style="text-align: center;"><b>28.11.2023</b></p> <p style="text-align: center;">Presentation on structure of Constitution</p> <p style="text-align: center;">By</p> <p style="text-align: center;">Mr., Saurabh Shukla</p>	<p style="text-align: center;"><b>22.11.2023</b></p> <p style="text-align: center;">Guest Lecture By Mr. Rehan Fazal , Editor at BBC World Service</p> <p style="text-align: center;"><b>29.11.2023</b></p> <p style="text-align: center;"><u>GUESTLECTURE</u></p> <p style="text-align: center;">Attitude for Aptitude/Reasoning Workshop</p> <p style="text-align: center;">By Aman Verma, MDIA Alumni</p>	<p style="text-align: center;"><b>23.11.2023</b></p> <p style="text-align: center;"><u>GUESTLECTURE</u></p> <p style="text-align: center;">Profile Building &amp; Opportunities through AIESEC By IIT Delhi (For IIIrd year )</p> <p style="text-align: center;"><b>30.11.2023</b></p>	<p style="text-align: center;"><b>24.11.2023</b></p>	<p style="text-align: center;"><b>25.11.2023</b></p>

*\*Activities are flexible, the dates can be changed.*

## STUDENTS EXPRESSION



Manasvi Mankar, 3<sup>rd</sup> Semester

I am from the BA(JMC) course which provides me a lot of opportunities to explore. As we consider Journalism as the fourth pillar of constitution. Choosing BA(JMC) as my career has changed my life. In this college they gave me opportunity to learn a lot of things like visits in news channel, conducting seminars by calling renowned journalist like Mr. Saud Md Khalid, conducting debate competitions and many more activities. I've improved my communication skills now I'm able to communicate with new people, I can easily brain storm ideas about new things. This course taught me the importance of team work and event management.



Simran, 1<sup>st</sup> Semester

I'm Simran, students of Bachelor of Arts Journalist and Mass communication in Lalita Devi Institute of Management and Science, Lingaya. I like this college because it has an editing lab, a radio studio, a video studio, a library, and we practice radio every day while also learning something new. The faculties are outstanding and very cooperative with students.

## ACHIEVEMENT

### Student of the Month (October, 2023)



**Vanshika Parmar , 5<sup>th</sup> Semester**

Enrollment No – 02819202421

### Achievers of the Month



The Prelims round of the Anugoonj 2k24 started with the enthusiasm and it brought good news for the BA (JMC) Department. Shivam Parihar a student of 2<sup>nd</sup> year journalism has made college proud by winning **1<sup>st</sup> prize in the light vocal solo** in zone 5 of Anugoonj. Where more than 20 college and 28 students participated as we know Anugoonj 2k24 featured an array of competition, performances and workshops that celebrated the diversity of talent among college students. Numerous colleges and university from across the region participated in the Prelims. The selection process was rigorous and each event had its panel of judges. This was the greatest opportunity for a student to highlight his/her college and Shivam did it very well.

**Dr. Sheweta Gaur**  
Newsletter Co-ordinator

**Dr. Saleem Javed**  
HoD

**Dr. Pranav Mishra**  
Director